

EXHIBIT F

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masonrothschild

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Four Seasons Resort O'ahu at Ko Olina

masonrothschild

• things like this make burnout worth it.

4d

matthew

• work hard chill hard

4d 2 likes

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lovemansuy

• So fn worth it

4d 1 like

ganda

• Ufffff

4d 1 like

707 likes

4 DAYS AGO

Comments on this post have been limited.

More posts from masonrothschild



Dear Community,

Sis, Hermes filed a trademark lawsuit against me on Friday – although they didn't send me or my lawyers a copy. My lawyers and I have reviewed Hermes' complaint. Hermes' claims are groundless and we look forward to defeating those claims in court and having to test a president.

I am not creating or selling fake Birkin bags. I've made art works that depict imaginary, fictional Birkin bags.

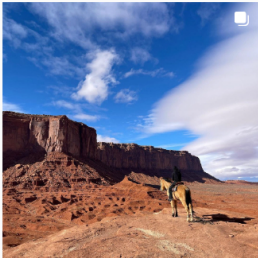
My lawyers at Lee Lumma PLLC put it well when they said that the First Amendment gives me the right to make and sell art that depicts Birkin bags. Just as it gives Andy Warhol the right to make and sell art depicting Campbell's soup cans.

I have the right also to use the term "Maidenhair" to describe handbags, what that art depicts, and to comment artistically on those bags and on the Birkin brand.

The fact that I sell the art using NFTs doesn't change the fact that it's art. It's quite clear from reading Hermes' complaint that they don't understand what an NFT is, or what NFTs do.

We have tried to be reasonable. Hermes first sent me a letter threatening a lawsuit if I didn't remove their name and stop using Maidenhair altogether. We wrote to them and explained that we were doing nothing we didn't have a right to do. We told them that we believed that the dispute should be resolved through an informal conversation between me and an Hermes representative. Hermes chose instead to break off negotiations and sue me.

I hope Hermes understands that I won't be intimidated.



Dear Hermes,

Sis, I got your cease & desist letter. While I am sorry if you were insulted by my art as an artist, I will not apologize for creating it.

Now, as you are aware, the First Amendment gives me every right to create art based on my interpretations of the world around me. There are countless examples of artists who reference the world and the products and cultural artifacts in it. With that understanding, I believe it is a fair statement of an existing fashion culture landscape. I reinterpreted the form, materiality and name of a known cultural landscape. Maidenhair was also commentary on fashion's history of sexual objectification and its current embrace of far less inclusive and alternative bodies. As you are aware, I made artistic art and expect that contribute positively to the culture.

Other if I create art, selling my artworks as NFTs is able to selling them as physical art prints. It should not be my job to educate you on shortcomings in the world and the culture of art. Let me art.

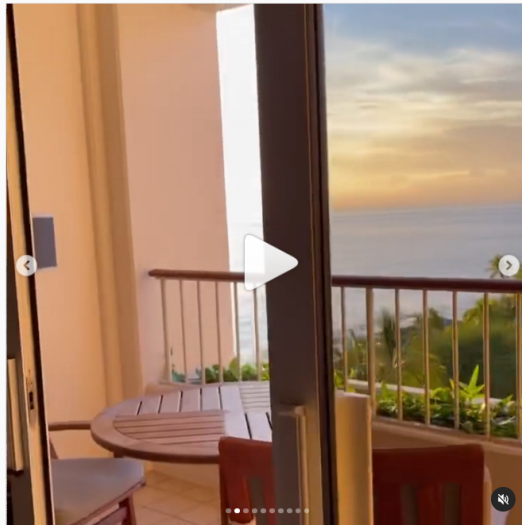
There is a moving tide of innovation and evolution, and it is your role as a fashion powerhouse to amplify young creatives and artists rather than stomp them out. Your actions can help determine the future of art in the Metaverse.

You can be a part of an incredible movement.



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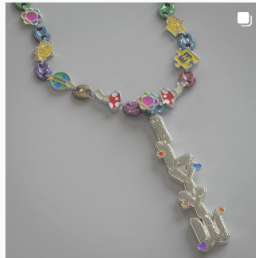
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I am not creating or selling fake Birkin bags. I've made art works that depict imaginary, fictional Birkin bags.

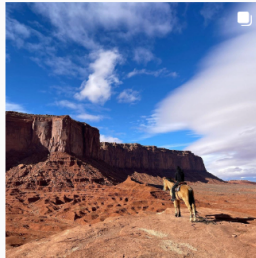
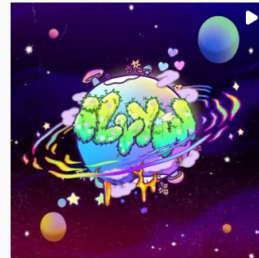
My lawyers at Lee Lumma PLLC put it well when they said that the First Amendment gives me the right to make and sell art that depicts Birkin bags. Just as I gave Andy Warhol the right to make and sell art depicting Campbell's soup cans.

I have the right also to use the term "Maddalena" to describe faithful, what that art depicts, and to comment artistically on those bags and on the Birkin brand.

The fact that I sell the art using NFTs doesn't change the fact that it's art. It's quite clear from reading Hermes' complaint that they don't understand what an NFT is, or what NFTs do.

We have tried to be reasonable. Hermes first sent me a letter threatening a lawsuit if I didn't remove under and stop doing Instagram posts. We wrote to them and explained that we were doing nothing we didn't have a right to do. We told them that we believed that the dispute should be resolved through an informal conversation between me and an Hermes representative. Hermes chose instead to break off negotiations and sue me.

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Dear Hermès,

Sis, I got your cease & desist letter. While I am sorry if you were insulted by my art as an artist, I will not apologize for creating it.

Now, as you are aware, the First Amendment gives me every right to create art based on my interpretations of the world around me. There are countless examples of artists who reference the world and the products and cultural artifacts in their art. Hermès is not an exception. Hermès is a global phenomenon of an existing fashion culture landscape. I reinterpreted the form, materiality and name of a famous cultural landscape. Hermès is also a commentary on humanity's history of sexual equality, and its current embrace of far less inclusive and alternative bodies. As an artist, I am not afraid to create and art depicts that contribute positively to the culture.

Other if I cannot do art, selling my artworks as NFTs is able to selling them as physical art prints. It should not be my job to educate you on advancements in the world and the culture of art. Let me art.

There is a moving tide of innovation and evolution, and it is your role as a fashion powerhouse to amplify young creatives and artists rather than stomp them out. Your actions can help determine the future of art in the Metaverse.

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